

Message Text

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44

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
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P R 131205Z FEB 75
FM AMCONSUL THESSALONIKI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2245
AMEMBASSY ATHENS

UNCLAS THESSALONIKI 0119

USDOC FOR COM/BIC/LINDSTROM AND OMP/BIC/SOSTANTINO

STATE FOR EB/CBA/OCA/LAKAS

E.O.11652:N/A
TAGS: BEXP, GR
SUBJECT: GRATIS BUSINESS DEVELOPMENT OFFICE FOR TIF
VERTICAL FAIRS

REF: A) THESSALONIKI A-01 OF 01/17/75 B) STATE 020899

1. GENERAL MANAGER TZELEPOGLOU OF THESSALONIKI
INTERNATIONAL FAIR (TIF) CONFIRMED TO CONGEN FEB 12
PRIOR TENTATIVE OFFER TO MAKE AVAILABLE TO US FREE
OF CHARGE 16 SQUARE METER BUSINESS DEVELOPMENT OFFICE FOR
ALL VERTICAL TRADE SHOWS AT TIF (EXCLUDING ANNUAL GENERAL
FAIR IN SEPTEMBER). OFFER INCLUDES STAND CONSTRUCTION,
CARPETING, AND BASIC FURNITURE.

2. CONGEN PLANNING TO ACCEPT OFFER WHICH WILL PROVIDE
GOOD EXPOSURE TO VARIOUS SPECIALIZED BUSINESS GROUPS AT
VIRTUALLY NO COST. WHILE SOME EXHIBITIONS
MAY OFFER ONLY LIMITED PROSPECT FOR US TRADE PROMOTION,
WE BELIEVE THAT PERMANENT BOOTH ENSURES PRESENCE AT
DESIRABLE EVENTS WHERE COST OF SPACE ON COMMERCIAL
BASIS WOULD OTHERWISE BE PROHIBITIVE. EMBASSY ATHENS
CONCURS IN PROPOSAL.

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3. CONGEN PLANNING TO DISPLAY PRIMARILY CATALOGS

AND PROMOTIONAL MATERIALS ON HAND IN COMMERCIAL LIBRARY AND USIS THESSALONIKI, SUPPLIMENTED BY MATERIALS FROM INTERESTED US FIRMS WHERE AVAILABLE. SCHEDULED CY 1975 TIF VERTICAL EVENTS INCLUDE MARCH 20-23 FUR FAIR, JUNE 5-9 MARBLE FAIR, AND JULY 6-12 20TH WORLD VETERINARY CONGRESS (REF A). CONSTRUCTION EQUIPMENT AND FOOD PROCESSING MACHINERY EXHIBITS TENTATIVELY PLANNED FOR CY 1976.

4. ACTION REQUESTED: CONGEN FSL COMMERCIAL ASSISTANT GEORGE GEORGIADIS SCHEDULED FOR ONE DAY CONSULTATIONS FEB 18 AT USDOC NEW YORK OFFICE (REF B). REQUEST IF POSSIBLE GEORGIADIS PROGRAM INCLUDE DISCUSSION ON MARCH 20-23 FUR FAIR WITH APPROPRIATE GROUP SUCH AS NY FURRIERS ASSOCIATION. BELIEVE INFORMATION OFFICE AT FUR FAIR COULD USEFULLY INCLUDE CATALOGS OR BROCHURES ON US MINK PELTS FROM EMBA, GLMA ASSOC, OR HUDSON BAY CO. FURTHER ADDITION WOULD BE LITERATURE ON BONIS AND STEAM MASTERS FUR PROCESSING MACHINES WHICH IN STRONG DEMAND HERE. EVENT WILL BE THIRD INTERNATIONAL FUR FAIR IN THESSALONIKI. 1974 ATTENDANCE TOTALLED 20,000 WITH 160 GREEK AND 30 FOREIGN EXHIBITORS. IF CATALOGS ABOVE AVAILABLE SUGGEST THEY BE AIRMAILED DIRECTLY TO COMMERCIAL SECTION, US CONSULATE GENERAL, APO NEW YORK 09693. JACKSON

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